



NASS



NJDA

## **New Jersey Agricultural Statistics Service**

a field office of the  
National Agricultural Statistics Service  
United States Department of Agriculture

in cooperation with the

**New Jersey  
Department of Agriculture**

# ***2002 Cranberry Statistics***



***September 2003***

# New Jersey Agricultural Statistics Service

*a field office of the National Agricultural Statistics Service  
United States Department of Agriculture*



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## New Jersey 2002 Cranberry Highlights

New Jersey cranberry growers produced on average 138.7 barrels per acre in 2002, down 43.9 barrels from 2001. Producers realized a total value of utilized production of \$13.8 million in 2002, compared to \$9.52 million in 2001. Cranberry price per barrel did rise to \$32.00 per barrel in 2002, compared to \$23.10 in 2001 and \$17.90 in 2000.

New Jersey ranked fourth in the nation in the production of cranberries. New Jersey cranberry production during 2002 totaled 430,000 barrels, down 24 percent from the 2001 crop of 566,000 barrels. Utilized production for 2002 was the same as total production. Harvested cranberry acres remained the same as 2001 with a total of 3,100 acres, which is the lowest acreage harvested in the state since 1983.

The United States cranberry harvested acreage, at 37,700, was up 3,500 acres from 2001. Massachusetts, Oregon, and Wisconsin showed an increase in acreage. New Jersey and Washington acreage remained the same. The average yield in 2002 was 150.8 barrels per acre nationwide, a decrease of five barrels from the 155.8 average barrels in 2001. Total production, at 5.68 million barrels in 2002, was up seven percent from the 5.33 million barrels the previous year.

**Becky Cross**  
**State Statistician**

<http://www.nass.usda.gov/nj/>

**Cranberries, 2000 - 2002**  
**Area Harvested, Yield, and Production**

YEAR AND STATE	AREA HARVESTED	YIELD PER ACRE <sup>1/</sup>	PRODUCTION <sup>2/</sup>	
			TOTAL	UTILIZED
	(acres)		-- barrels <sup>3/</sup> --	
<b>2000</b>				
Massachusetts	13,900	140.5	1,953,000	1,953,000
<b>New Jersey</b>	<b>3,700</b>	<b>132.2</b>	<b>489,000</b>	<b>469,000</b>
Oregon	2,400	165.8	398,000	394,000
Washington	1,500	120.0	180,000	165,000
Wisconsin	15,100	178.3	2,692,000	2,598,000
US Total	36,600	156.1	5,712,000	5,579,000
<b>2001</b>				
Massachusetts	12,000	118.0	1,416,000	1,414,000
<b>New Jersey</b>	<b>3,100</b>	<b>182.6</b>	<b>566,000</b>	<b>412,000</b>
Oregon	2,400	152.1	365,000	355,000
Washington	1,600	88.8	142,000	136,000
Wisconsin	15,100	188.1	2,840,000	2,466,000
US Total	34,200	155.8	5,329,000	4,783,000
<b>2002</b>				
Massachusetts	14,500	100.1	1,452,000	1,452,000
<b>New Jersey</b>	<b>3,100</b>	<b>138.7</b>	<b>430,000</b>	<b>430,000</b>
Oregon	2,600	166.2	432,000	432,000
Washington	1,600	101.3	162,000	155,000
Wisconsin	15,900	201.8	3,208,000	3,208,000
US Total	37,700	150.8	5,684,000	5,677,000

1/ Yield is based on total production.

2/ Production is rounded to the nearest 1,000 barrels.

3/ A barrel weighs 100 pounds.

**Cranberries, 2000 - 2002**  
**Utilization, Price, and Value**

YEAR AND STATE	UTILIZATION		PRICE PER BARREL <sup>1/</sup>	VALUE OF UTILIZED PRODUCTION
	FRESH	PROCESSED		
	-- barrels <sup>2/</sup> --		(dollars)	(1,000 dollars)
<b>2000</b>				
Massachusetts	214,000	1,739,000	19.00	37,010
<b>New Jersey</b>	<b>3/</b>	<b>469,000</b>	<b>17.90</b>	<b>8,395</b>
Oregon	4,000	390,000	16.70	6,575
Washington	37,000	128,000	22.30	3,679
Wisconsin	187,000	2,411,000	17.40	45,192
US Total	442,000	5,137,000	18.10	100,851
<b>2001</b>				
Massachusetts	176,000	1,238,000	24.00	33,869
<b>New Jersey</b>	<b>3/</b>	<b>412,000</b>	<b>23.10</b>	<b>9,517</b>
Oregon	7,000	348,000	22.50	7,994
Washington	34,000	102,000	28.20	3,838
Wisconsin	209,000	2,257,000	23.70	58,428
US Total	426,000	4,357,000	23.80	113,646
<b>2002</b>				
Massachusetts	154,000	1,298,000	33.20	48,244
<b>New Jersey</b>	<b>3/</b>	<b>430,000</b>	<b>32.00</b>	<b>13,760</b>
Oregon	8,000	424,000	32.90	14,209
Washington	30,000	125,000	36.20	5,614
Wisconsin	177,000	3,031,000	32.20	103,247
US Total	369,000	5,308,000	32.60	185,074

1/ Weighted average of co-op and independent sales, fresh and processed. Co-op prices represent pool proceeds less returns for processing non-cranberry products, capital stock dividends, capital stock retains, and other retains.

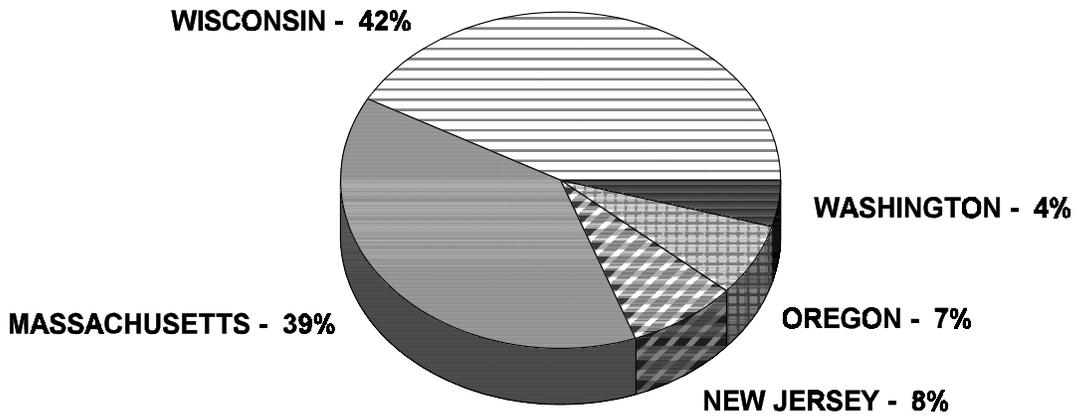
2/ A barrel weighs 100 pounds.

3/ Included in processed utilization.

**Cranberry Statistics by State and U.S.  
Total Acres Harvested, 1993 - 2002**

YEAR	MA	NJ	OR	WA	WI	US
	-- acres --					
1993	13,100	3,400	1,500	1,400	10,000	29,400
1994	13,500	3,300	1,700	1,500	11,100	31,100
1995	14,100	3,500	1,700	1,500	12,000	32,800
1996	14,200	3,600	1,800	1,500	12,900	34,000
1997	14,600	3,900	2,000	1,500	13,700	35,700
1998	14,400	3,900	2,200	1,600	14,500	36,600
1999	15,000	4,000	2,300	1,600	14,600	37,500
2000	13,900	3,700	2,400	1,500	15,100	36,600
2001	12,000	3,100	2,400	1,600	15,100	34,200
2002	14,500	3,100	2,600	1,600	15,900	37,700
AVERAGE	13,930	3,550	2,060	1,530	13,490	34,560

**2002 Area Harvested  
Percentage by State**

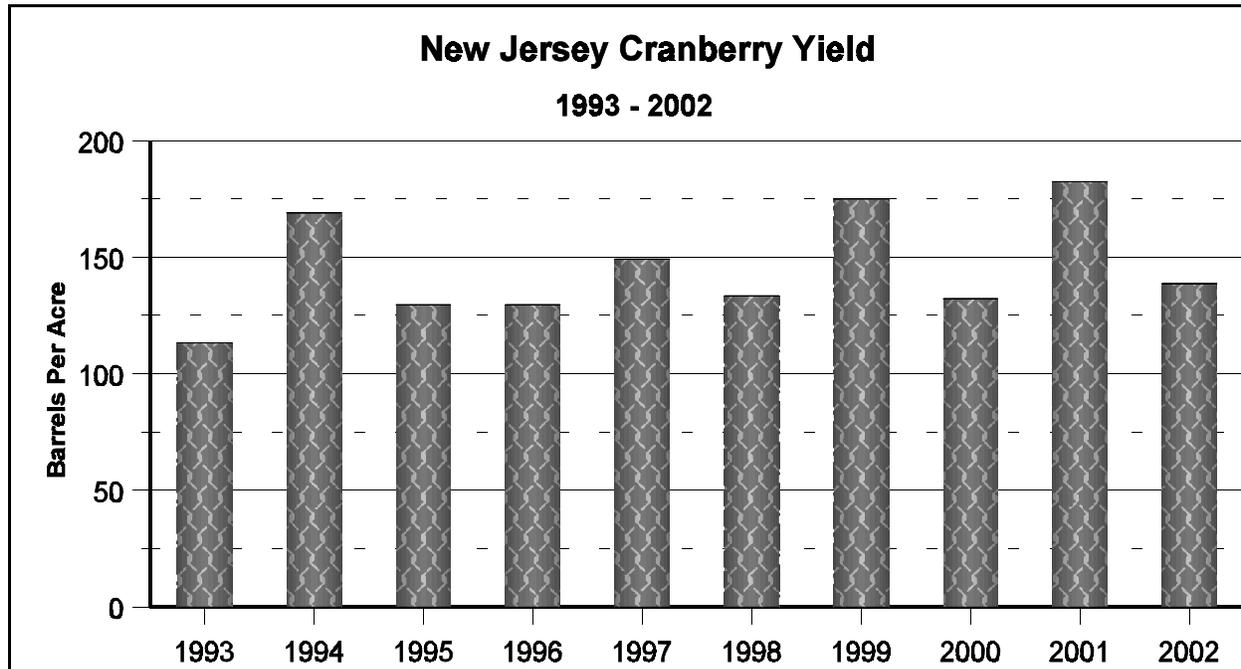


**Cranberry Statistics by State and U.S.**  
**Yield Per Acre, 1993 - 2002 <sup>1/</sup>**

YEAR	MA	NJ	OR	WA	WI	US
-- barrels per acre <sup>2/</sup> --						
1993	143.5	113.5	104.0	97.9	136.0	133.3
1994	144.6	169.1	194.1	134.7	147.7	150.5
1995	112.9	129.7	100.0	118.0	150.0	127.8
1996	121.3	129.7	173.3	120.0	154.3	137.4
1997	143.8	149.2	175.0	110.0	167.9	154.0
1998	130.2	133.6	161.4	105.0	174.1	148.7
1999	125.0	175.0	142.6	91.9	226.5	169.5
2000	140.5	132.2	165.8	120.0	178.3	156.1
2001	118.0	182.6	152.1	88.8	188.1	155.8
2002	100.1	138.7	166.2	101.3	201.8	150.8
AVERAGE	128.0	145.3	153.5	108.8	166.1	147.6

1/ Yield is based on total production divided by harvested acres.

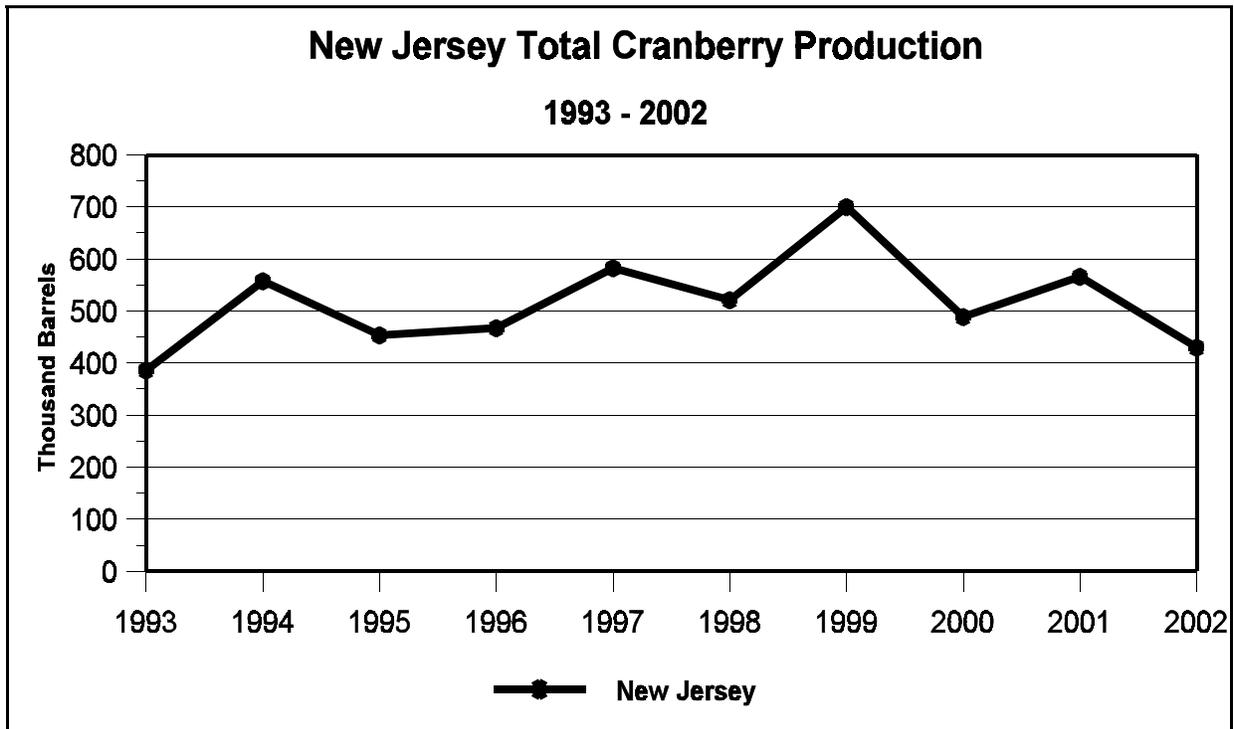
2/ A barrel weighs 100 pounds.



**Cranberry Statistics by State and U.S.  
Total Production, 1993 - 2002**

YEAR	MA	NJ	OR	WA	WI	US
-- barrels <sup>1/</sup> --						
1993	1,880,000	386,000	156,000	137,000	1,360,000	3,919,000
1994	1,952,000	558,000	330,000	202,000	1,640,000	4,682,000
1995	1,592,000	454,000	170,000	177,000	1,800,000	4,193,000
1996	1,722,000	467,000	312,000	180,000	1,990,000	4,671,000
1997	2,100,000	582,000	350,000	165,000	2,300,000	5,497,000
1998	1,875,000	521,000	355,000	168,000	2,525,000	5,444,000
1999	1,875,000	700,000	328,000	147,000	3,307,000	6,357,000
2000	1,953,000	489,000	398,000	180,000	2,692,000	5,712,000
2001	1,416,000	566,000	365,000	142,000	2,840,000	5,329,000
2002	1,452,000	430,000	432,000	162,000	3,208,000	5,684,000
AVERAGE	1,781,700	515,300	319,600	166,000	2,366,200	5,148,800

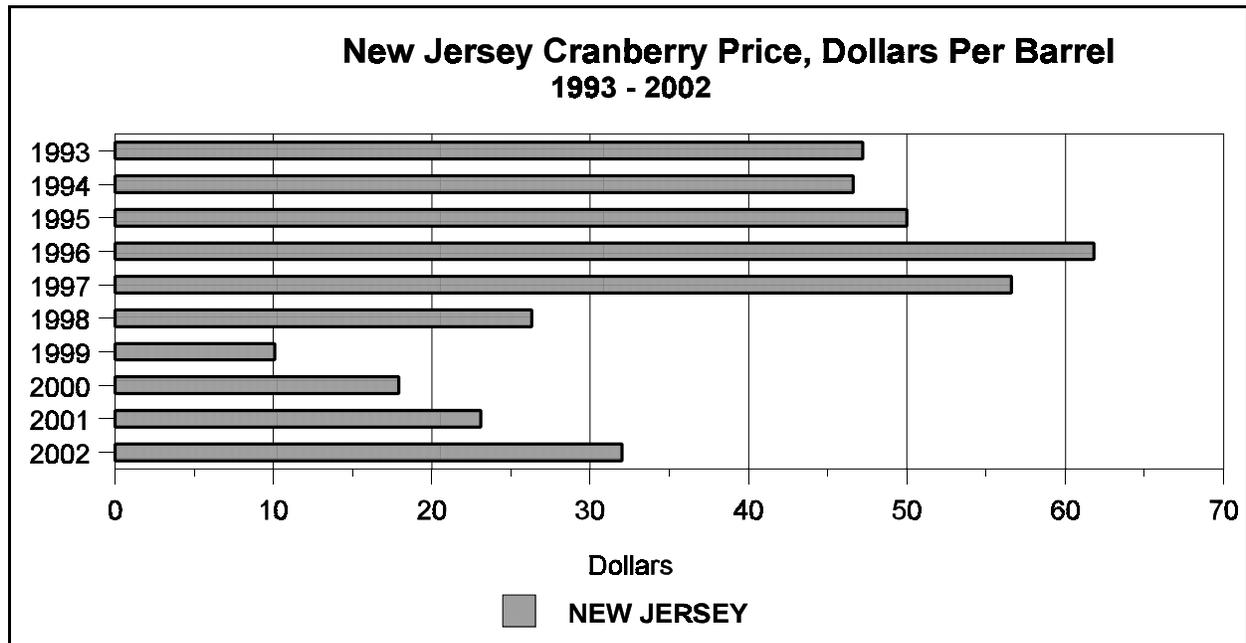
1/ A barrel weighs 100 pounds.



**Cranberry Statistics by State and U.S.**  
**Price Per Barrel, 1993 - 2002 <sup>1/2/</sup>**

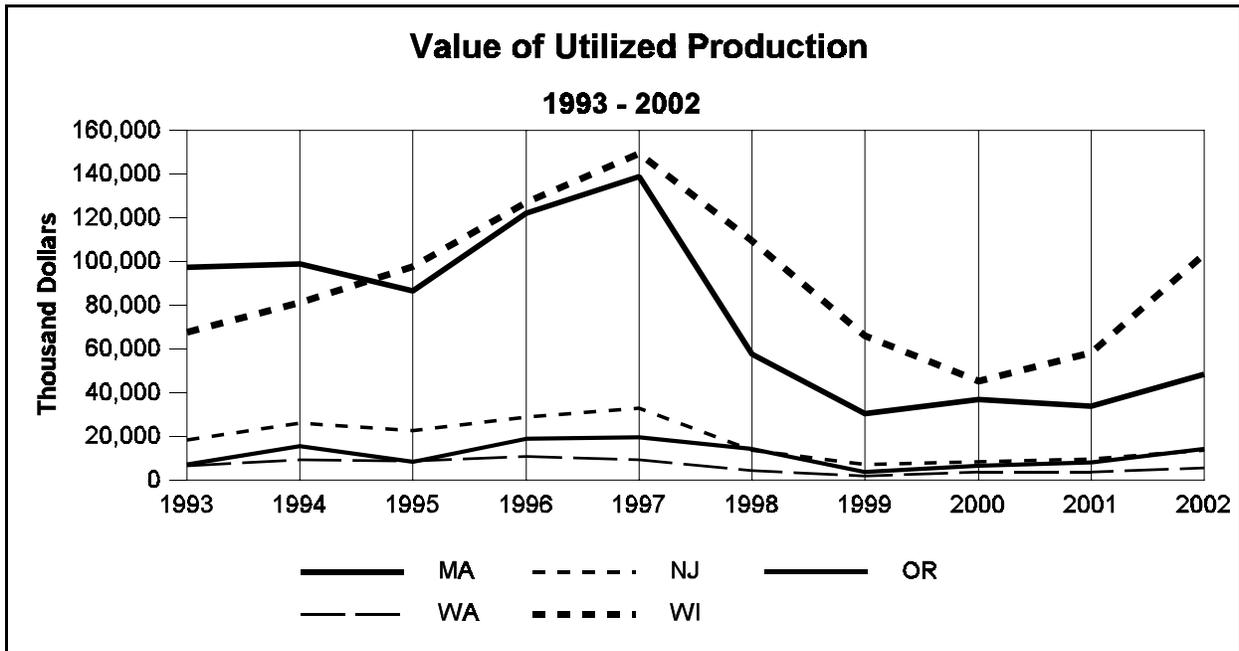
YEAR	MA	NJ	OR	WA	WI	US
-- dollars --						
1993	51.80	47.20	46.50	46.50	49.70	50.20
1994	50.60	46.60	46.80	46.80	49.50	49.30
1995	54.30	50.00	49.60	49.60	54.20	53.40
1996	70.90	61.80	60.50	61.00	63.80	65.90
1997	66.20	56.60	55.70	55.70	65.00	63.70
1998	30.80	26.30	39.80	25.00	43.30	36.60
1999	16.20	10.10	11.50	11.80	20.00	17.20
2000	19.00	17.90	16.70	22.30	17.40	18.10
2001	24.00	23.10	22.50	28.20	23.70	23.80
2002	33.20	32.00	32.90	36.20	32.20	32.60
AVERAGE	41.70	37.16	38.25	38.31	41.88	41.08

- 1/ Weighted average of co-op and independent sales, fresh and processed. Co-op prices represent pool proceeds less returns for processing non-cranberry products, capital stock dividends, capital stock retains, and other retains.
- 2/ A barrel weighs 100 pounds.



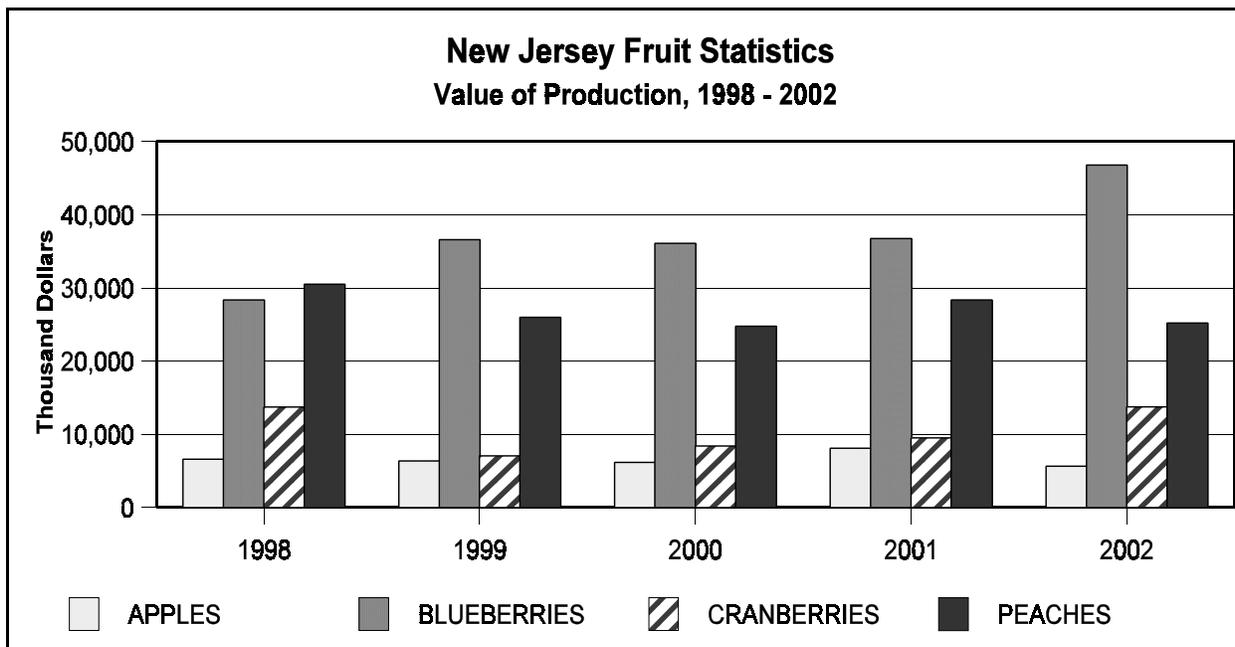
**Cranberry Statistics by State and U.S.  
Value Of Utilized Production, 1993 - 2002**

YEAR	MA	NJ	OR	WA	WI	US
-- 1,000 dollars --						
1993	97,384	18,219	7,254	6,371	67,592	196,820
1994	98,771	26,003	15,444	9,453	81,124	230,795
1995	86,446	22,700	8,432	8,779	97,581	223,938
1996	122,090	28,861	18,876	10,980	127,020	307,827
1997	139,020	32,941	19,495	9,191	149,500	350,147
1998	57,750	13,702	14,129	4,200	109,332	199,113
1999	30,381	7,070	3,772	1,737	66,118	109,078
2000	37,010	8,395	6,575	3,679	45,192	100,851
2001	33,869	9,517	7,994	3,838	58,428	113,646
2002	48,244	13,760	14,209	5,614	103,247	185,074
AVERAGE	75,097	18,117	11,618	6,384	90,513	201,729



## New Jersey Fruit Statistics Value of Utilized Production, 1993 - 2002

YEAR	APPLES	BLUEBERRIES	CRANBERRIES	PEACHES
-- 1,000 dollars --				
1993	11,629	25,005	18,219	25,288
1994	10,654	23,205	26,003	22,685
1995	11,437	26,500	22,700	26,180
1996	8,781	33,010	28,861	33,649
1997	7,271	33,980	32,941	29,185
1998	6,608	28,360	13,702	30,518
1999	6,375	36,590	7,070	25,992
2000	6,183	36,100	8,395	24,774
2001	8,117	36,730	9,517	28,350
2002	5,640	46,790	13,760	25,194



**Cranberry Production**  
**Leading Countries, 1998 - 2002**

Country	1998	1999	2000	2001	2002
-- thousand barrels --					
UNITED STATES <sup>1/</sup>	5,444	6,357	5,712	5,329	5,684
BELARUS	77	66	88	66	66
CANADA	798	787	701	767	772
LATVIA	88	66	176	176	176
WORLD	6,426	7,303	6,708	6,374	6,690

1/ USDA Official Estimate for the US.

Remaining countries' production source: FAO Statistics Division.

**U.S. Noncitrus Fresh Fruit**  
**Per Capita Consumption, 1993 - 2002**

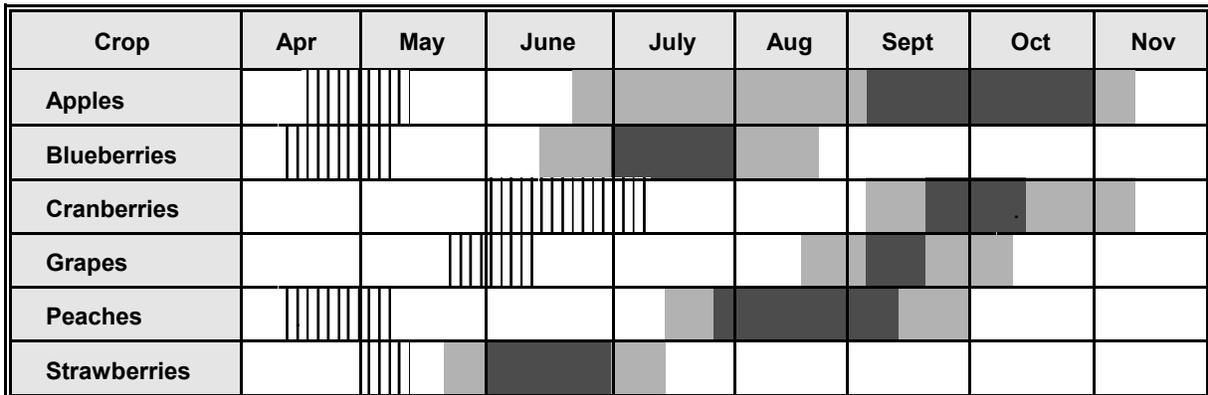
YEAR	US TOTAL POPULATION JULY 1 <sup>1/</sup>	APPLES	CRANBERRIES	PEACHES	STRAWBERRIES
	(1,000)	-- pounds --			
1993	260,255	19.0	0.07	5.84	3.61
1994	263,436	19.3	0.08	5.42	4.04
1995	266,557	18.7	0.08	5.32	4.10
1996	269,667	18.7	0.08	4.38	4.32
1997	272,912	18.1	0.07	5.51	4.10
1998	276,115	19.0	0.08	4.77	3.92
1999	279,295	18.5	0.11	5.36	4.57
2000	282,434	17.5	0.14	5.40	4.87
2001	285,545	15.6	0.13	5.24	4.22
2002	2/	2/	2/	2/	2/

1/ U. S. residents plus the Armed Forces overseas.

2/ Not available at this time.

Source: USDA/Economic Research Service

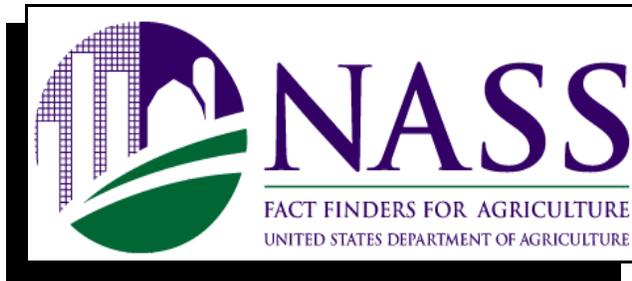
## New Jersey: Fruits and Berries, Usual Full Bloom and Harvesting Dates



2003 Survey Dates	
<b>Cranberry - Forecast Survey</b> .....	<b>July 2003</b>
<b>Release</b> .....	<b>August 2003</b>
<b>Cranberry - Final Production, Disposition and Prices Received Survey</b> .....	<b>November 2003</b>
<b>Release</b> .....	<b>January 2004</b>

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The publication and dissemination of agricultural statistics are possible only through the support and cooperation of the agricultural industry. The New Jersey Agricultural Statistics Service would like to thank those who responded and furnished information for the cranberry estimation program.



## **Who we are . . . .**

The mission of USDA's National Agricultural Statistics Service (NASS) is to provide timely, accurate, and useful statistics in service to United States agriculture. All 46 field offices are operated under cooperative funding arrangements with State Departments of Agriculture and/or land-grant universities. Statistics are based on data collected from growers and agribusinesses through annual, quarterly, monthly, and weekly surveys and the Census of Agriculture.

**Nationwide:** About 400 national reports are issued annually covering about 120 crop and 45 livestock items in the major-producing states along with economic and demographic information. Each report is published according to a pre-set calendar of release dates. Strict security ensures that no one gains premature access to the information. The Census of Agriculture is conducted every five years to generate statistics for ALL agricultural commodities at the county, state, and national levels. The five-year program also includes special studies like the Census of Horticulture and Aquaculture. Census products and services are available from all field offices.

**New Jersey:** The New Jersey field office issues about 65 reports annually such as the *New Jersey Farm Facts*, *Weekly Crop Weather Report*, *Jersey Fresh Fruit and Vegetable Crops*, and an annual summary with historical comparisons and county statistics for our major commodities.

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*National reports are the most timely source of statistics.  
However, state reports may have more local information.*

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**National Homepage:** [www.usda.gov/nass/](http://www.usda.gov/nass/)

The national homepage has links to all agency products and services such as publications, graphics, historic data, state information, statistical research, Census of Agriculture, a search engine and a Published Estimates Data Base to query and download state or county historic data. There are also links to our Customer Service unit, a Kids Page, and all other federal statistics outside the National Agricultural Statistics Service.

For a monthly summary of USDA estimates, forecasts, and projections of commodities, prices, trade issues, and world crop developments, see: [www.usda.gov/nass/pubs/nassfact.htm](http://www.usda.gov/nass/pubs/nassfact.htm)

**New Jersey Homepage:** [www.nass.usda.gov/nj/](http://www.nass.usda.gov/nj/)

The New Jersey site offers much of the same information as the national homepage but in a format designed for New Jersey customers. The reports contain the same statistics but offer more details about agriculture in the New Jersey region. There are also state-funded reports that are not available on the national website, such as the Jersey Fresh Fruit and Vegetable release. Links are also available to other sites such as the New Jersey Department of Agriculture and other NASS field offices.

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All NASS reports are still printed on paper. Census reports are only available while supplies last; contact the New Jersey office for a copy. NASS also offers a wide variety of data on diskettes or CD-ROM with national, state, and county statistics. Most of these products are in Lotus 1-2-3 spreadsheet format or comma separated (CSV) files. A listing of all paper reports and computer products can be found in the "Guide to Products & Services" catalog issued every December.